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Description

The F&CFM Program is a diverse web of community professionals, university faculty, and families.

The Partnership Process (see left panel) creates an effective flow of knowledge and resources between all partners.



Local Family Store in Longmont, CO

Vision

Healthy, happy families served by robust community food systems.

Goals

- 1) Develop and discuss F&CFM models and theories to engage a variety of stakeholders for sustained, vibrant community collaborative efforts.
- 2) Develop strategies that support sustainable family food behaviors and enhance the potential for ongoing, accessible food security.
- 3) Connect leaders in F&CFM and community nutrition to create learning and planning webs.
- 4) Evaluate current and future leaders in food systems collaboration.
- 5) Develop methodologies to integrate community research & education and develop indicators of healthy food systems at the community, family, and individual levels.

Learning Web



All partners have knowledge & resources to share.

Everyone gains when resources, knowledge and power are shared & exchanged.

Integrating Research & Practice The Family & Community Food Decision-Making Program

Why integrate Research & Practice at the community level?

Building Effective Partnerships between the University & Community

Principles:

- Agree on common/interim goals
- Clarify roles and responsibilities
- Develop working protocols
- Control the necessary resources
- Create a flexible, trusting atmosphere
- Celebrate milestones



Local food, healthy food, and the power of the local food system for a vibrant, healthy, resilient community.

Mission

Building strong & vibrant food systems for a healthy, resilient community through research and education.

Some Working Philosophies:

- Engage everyone as an expert
- Balance University-initiated & Community-initiated projects
- Balance Problem-solving & Asset-building approaches
- Balance work on individual, family & community levels

Examples of Integrating Research & Practice at the At the Community level



Local food, healthy food, and the power of the local food system for a vibrant, healthy, resilient community.



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IN-HOME BREASTFEEDING SUPPORT PROGRAM

Program Model

Extension paraprofessionals are trained to assist mothers in establishing lactation and extending breastfeeding duration through in-home support.



The program is client-driven: participants can contact PAs via cell phone during normal office hours for information or help.



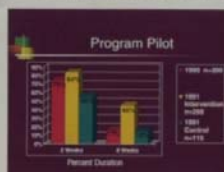
Collaborating Agencies Connect Mothers with Education and In-Home Support to Achieve Breastfeeding Success

Susan Baker MEd; Gladys Mason MS, RD, IBCLC; Dwayne Watson BS; Jam Gourley IBCLC; Deborah Dee MPH

NC STATE UNIVERSITY

Outcomes

Since the program's inception in 1991, evaluation data consistently reflect significant increases in numbers and percent still breastfeeding at six weeks and six months postpartum. With results showing positive impacts on breastfeeding duration rates, the project has grown from one pilot county in 1991 to currently 38 counties.



Current duration data for October 1, 2001-September 30, 2002 reflect 73% of mothers still breastfeeding at six weeks and 42% still breastfeeding at six months (n=4447).

Synergistic Collaboration

The project is a unique collaboration among Cooperative Extension, the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and local hospitals. The three organizations work together to identify financial and technical resources at the local level required to implement and sustain the project.

► **Cooperative Extension:**
Administers the program

► **WIC Programs and health departments:**
Provide access to mothers and lactation expertise

► **Hospitals:**
Provide access to breastfeeding mothers and lactation expertise



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"The whole is greater than the sum of its parts!"

State Table

Tops





Eat Healthy. Eat Breakfast.

CAMPAIGN YIELDS 12% BEHAVIOR CHANGE AND 74% AWARENESS IN TARGET POPULATIONS



WHO EAT BREAKFAST...

...in the classroom

2


FCS
MICHIGAN STATE
UNIVERSITY
EXTENSION



Florida Department of Health

Mooove to lowfat or fat free milk

A Florida Interagency Food and Nutrition Committee Campaign

For adults and children 2 years & older:

mooove to lowfat (1%) or fat free (skim) milk

Lowfat (1%) or Fat Free (skim) milk:

- has the same nutrition as whole and reduced fat (2%) milk, just less fat!
- helps reduce your risk of heart disease.
- is an important source of protein, calcium, vitamin A, vitamin D, potassium, and riboflavin.

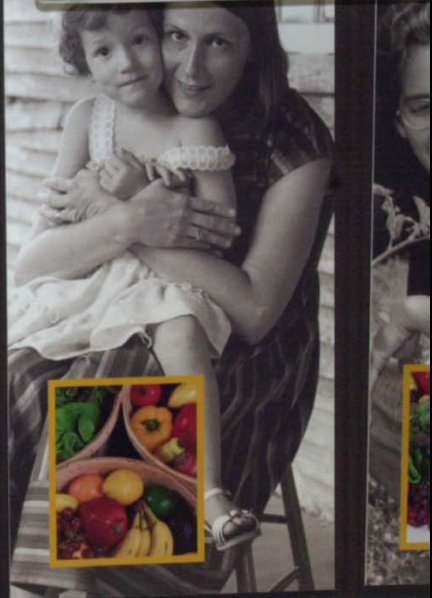
Whole milk has the same amount of saturated fat as...

...saturated fat can clog arteries



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UNIVERSITY OF NEW HAMPSHIRE FOOD STAMP NUTRITION



Opening Session



Let the Conference Begin!

Welcome...





Paying the
Cost for
being the
Bost...

Let's stretch ourselves a little...





I think she
makes
A very
interesting
Point!



**Collaboration
is Hard!**







Connecting for Success...

States team up to get goal and plan actions







... I think the most important thing is to figure out what we are going to do when we get back home....

